

Message Text

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PAGE 01 JIDDA 04548 060523Z

15

ACTION EB-11

INFO OCT-01 NEA-14 ISO-00 COME-00 OPIC-12 DRC-01 RSC-01

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R 060500Z AUG 74

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 8158

INFO AMEMBASSY CAIRO

AMEMBASSY BEIRUT

AMEMBASSY KUWAIT

UNCLAS JIDDA 4548

E.O.: 11652: N/A

TAGS: BEXP, SA

SUBJ: U.S. INVESTMENT MISSIONS TO SAUDI ARABIA

1. JAMAL SAAD OF THE AMERICAN-ARAB ASSOC. IN NEW YORK AND CARL MIDDLETON OF OPIC VISITED SAUDI ARABIA AT THE SAME TIME DURING PAST WEEK TO LAY GOURNDWORK FOR INVESTMENT MISSIONS TO THE MIDDLE EAST; SAAD FOR A 12-15 MEMBER GROUP SCHEDULED FOR NOVEMBER, AND MIDDLETON FOR A 50-MEMBER GROUP IN EARLY FEBRUARY. THEY ALSO BROUGHT WORD THAT THE NATIONAL ASSOCIATION OF MANUFACTURERS IS ALSO PLANNING A 30-40 MEMBER MISSION IN NOVEMBER.

2. THERE ARE BOTH PROS AND CONS TO THE IDEA OF A LARGE BROAD-SPECTRUM ORIENTATION TOUR SUCH AS EVIDENTLY ENVISAGED BY BOTH OPIC AND NAM, BUT ONE THING THAT IS CLEAR IS THAT THREE MISSIONS IN SUCH A SHORT SPACE OF TIME WOULD BE COUNTER-PRODUCTIVE. THE MONTH OF NOVEMBER IN PARTICULAR IS QUITE CROWDED, WITH A LARGE GERMAN MISSION, A USDOC SPECIALIZED TRADE MISSION, AND GM AND CHRYSLER VEHICLE PROMOTIONS ALREADY SCHEDULED.

3. URGE THAT OPIC AND NAM BE PERSUADED TO CONSOLIDATE THEIR MISSIONS AND AIM FOR A FEBRUARY SCHEDULE. DESPITE VARIATIONS IN CURRENT PROPOSED ITINERARIES, THIS WOULD

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BE PREFERABLE TO OVERLOADING SAG AND PRIVATE BUSINESS

ABSORPTIVE CAPACITIES.

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